

Press RELEASE

Superdrug makes online shopping more inclusive with new Website accessibility features

July 2023 – Leading health and beauty retailer, Superdrug, has today announced new personalised accessibility features on its ecommerce site, [Superdrug.com](https://www.superdrug.com), to make it more inclusive and accessible for people with disabilities.

With 14 million people registered as disabled in the UK¹ and the world's products and services continuing to move online, currently 70% of people shopping with disabilities abandon their cart due to inaccessibility¹. The technology will allow people to navigate the [Superdrug.com](https://www.superdrug.com) website with ease, providing a fully customisable and personalised shopping experience for all.

The website update includes the implementation of the Assist Me Tool, which enables user-triggered accessibility enhancements and allows people to interact with the website based on their individual needs and preferences. This includes content adjustments, such as changing the word or letter spacing for those with dyslexia and style adjustments, including high saturation, dark and light contrast and inverted colours for people with impaired sight or colour blindness. Changes can also be made to the navigation of the website where visitors can mute sounds, stop animations, and activate a highlight focus to help them to concentrate on sections of text, which is helpful for people with Attention-deficit/hyperactivity disorder (ADHD).

Superdrug's eCommerce, Customer & Marketing Director, Matt Walburn says: *"We are thrilled to be updating our eCommerce site with these accessibility tools. We believe that true accessibility needs to be both offline and online and are proud to be one of the major high-street retailers who are making ecommerce shopping more inclusive. This technology will allow our customers to modify the website to their own personal needs, helping them to navigate the thousands of health and beauty products we sell with ease and overall have a more enjoyable online shopping experience."*

Superdrug continues to enhance its O+O (Offline plus Online) offering to bring its shoppers a market-leading and integrated experience.

To explore the accessibility functions available on the [Superdrug.com](https://www.superdrug.com) website, visit the site and click on the Assist Me Accessibility toolbar at the top of the homepage.

-ENDS-

For further information or requests for comment, please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplusmatter@evokegroup.com

Notes to editor:

About Superdrug

- Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 790 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

¹ Source: <https://www.citymaas.io/>